

# Simpson's Men's Store is Intensely Human and Behind it Stands the Best in Men's Clothes, From Celebrated Canadian and American Craftsmen

Men who dress conservatively and men who dress in the extremes of fashion can find clothes to their liking in this big stock of carefully selected merchandise.

We direct particular attention to our American made clothes—produced by Michaels-Stern of Rochester, and Kuppenheimer of Chicago. These two lines are famous for their style features and for their tailoring. Particular young men are especially invited to look them over.

## Men's Tweed and Worsted Suits on Sale Today at \$12.95

Made of English tweed and worsted cloths in greys and browns, in narrow stripe and small check patterns. Finely tailored in single-breasted, three-button sacque style, with single-breasted vest and perfect-fitting trousers. Every suit represents a saving of twenty-five per cent. on the regular price. Sizes 36 to 44. Today **\$12.95**



## "Arrow" and Other Good Shirts Are Best Bought at Simpson's

There are at least fifty new and sparkling designs in the celebrated "Arrow" shirt alone. Every new color scheme and design represented. Some shirts feature as many as six different colors, so artistically, so dependably and thoroughly woven or printed into the materials that there need be no fear of the colors running or coming out.

Prices commence at **\$1.50** and gradually ascend to **\$5.00**, with plenty of prices in between.

Men's khaki-colored shirts of heavy twill material. Cut with large, roomy perfectly-fitting bodies; some with collar attached, others without or separate collar. Just the shirt for fishing, canoeing or for general outdoor sports wear. Sizes 14 to 17. Priced at **1.50**

Men's genuine wool sweater coats of four-ply yarns, in both plain and fancy stitch knits; shades of maroon, brown and grey. Designed with high storm collar, which turns down when not needed. Sizes 34 to 44. Priced at **5.00**

Men's bathing suits of heavy navy cotton, one-piece style. Sizes 30 to 44. Priced at **.65**

Men's two-piece bathing suits at **.75**

Men's two-piece bathing suits, with quarter-sleeves and draw string waist. Priced at **1.00**

Men's two-piece bathing suits of pure wool, guaranteed unshrinkable. Colors of navy, red, grey and white. Priced at **3.50**

## Children's Straw Hats

Manufacturer's Samples, Today, 29c. Smart, dressy, becoming. This season's popular selling shapes, in Jack Tar, Glengarry, Rah-Rah, etc.

Some have gold-lettered bands, some have plain bands. Bought at a special price to sell at a special price. If bought under normal conditions the prices would be 39c, 50c and 75c. Today, any hat at **.29**

## A Notable Price Concession for Navy Blue Caps 59c

75c and \$1.00 Values.

Providing smart, well-made caps for boys, young men and men.

Made from selected English materials, which at the present are not being duplicated. Upon making close investigation you will note their excellent smooth-stitched seams and fine finishing.

A special purchase enables us to sell usual 75c and \$1.00 values today at **.59**

—Come at 8.30—

## Boys' Boots, \$2.49

Heavy Oil Grain Blucher Boots, with solid leather standard screw viscolized sole, full-fitting round toe, solid leather heel. If your boy is going to help on the farm, this is the boot for him. **2.49** Sizes 1 to 5. Per pair

## Children's Kid Boots, \$1.25

Children's Boots, button and lace, wide toe shapes, with toe caps, light weight soles. Your choice of dongola kid and light calf leathers. Sizes 4 to 7½. Regular **\$1.75**, Today **1.25**

## Men's Black Rubber Coats Today \$3.50

They are made of pliable black rubber sheeting, absolutely waterproof. Cut in a long single-breasted raincoat style, buttoned through. All seams securely cemented. Sizes 36 to 44. To clear **3.50**

Men's Odd Tweed Work Vests to Clear at \$1.49—Assorted colors and cloths; single-breasted. Sizes 36 to 44. Today **1.50**

Men's Cotton Worsted Trousers to Clear at \$1.49—Made of strong wearing cotton worsted cloth, in dark color with stripe pattern. Sturdily tailored. Sizes 32 to 44. Today **1.49**

## Munition Workers' Dusters, Clearing Today at \$2.00

Made from a serviceable drill cloth in khaki. Cut in a long, easy-fitting, single-breasted duster, with outside pockets; well made. Sizes 36 to 44. Today **2.00**

## Clearing Men's Soft Felt Hats at \$1.45



Hats that have smart, clean-cut, definite lines. Because there are only a few we are clearing them at this ridiculously low price. Certainly a handy hat to have for cool, unseasonable days.

Fashioned with flat set and pencil curl brims.

Shades of brown, grey, fawn, navy, and also black; some silk lined. Regularly \$2.00 and \$2.50. Today **1.45**

## ON SALE!

## Boys' Two-Pants Suits That Last Twice As Long \$4.95

\$7.50, \$8.00 and \$8.50 Suits

Smartly tailored of summer-weight tweeds, portraying practical pinch-back models. Single-breasted coats have natural shoulders, neat lapels, patch pockets, and are lined throughout with serviceable lining. Two pairs of bloomers are lined, and show strap or buttons at knees. All seams are made strong and secure. Regularly \$7.50, \$8.00 and \$8.50. Sizes 6 to 14 years. Today **4.95**

## Boys' Tweed Raincoats, Special at \$6.45

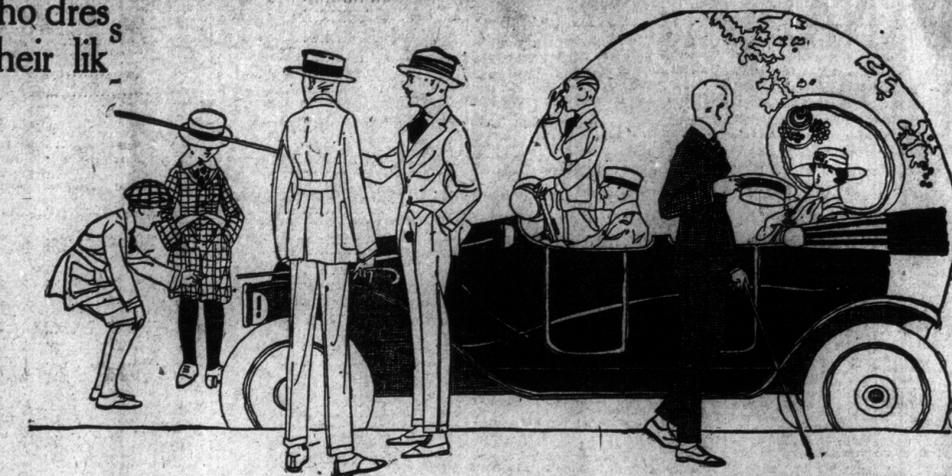
Adaptable for cool weather as well as being rainproof for wet weather. Made of stout tweed in single-breasted style, featuring convertible collar and neat-fitting shoulders. Ages 7 to 15. All seams are cemented as well as sewn. Special to-day **6.45**

## Boys' Dressy Little Wash Suits, Special at 65c

Junior Norfolk styles, in fast color stripe combinations of blue and white and tan and white; also natural or linen shade. Finished with neat collars, pleats and waist-hand knickers. Boys 2½ to 8 years. Today **.65**

## Boys' Khaki Bloomers at 95c

Bloomers cut full and neat; made from medium weight drill. Choice of styles that have strap or buttoned knee. Ages 6 to 15. Special **.95**



## Four Sparkling New Suit Styles for Young Men Who Aim to Dress Above the 'So-and-So' Style

At \$25.00

Young Man's High-Class New Model Suit

Made from a splendid quality plain grey cheviot cloth in plain pattern—one of the classiest young men's all-round belted models; patch pockets on coat and vest. New straight-cut young man's trouser with cuff bottoms. A hand-tailored garment from the well-known high-grade manufacturers, Michaels, Stern & Co, Rochester, N. J. Sizes 34 to 38. Priced **25.00** at

At \$27.00

Young Men's Suit

Hand-tailored, hand-finished and hand-pressed. Many other models at this price (\$27.00), but here's a model which has unusual snap, and for that reason is herewith mentioned. Made of plain grey worsted, medium shade, in dashing single-breasted, three-button sacque style, with soft roll lapels. Vest is also single-breasted. Pants with cuffs. Sizes 36 to 44. **27.00** Price

At \$30.00

Young Men's Rich Brown Tweed Suit

Here's an exceptionally well-tailored model, one that minutely conveys style and superiority. Made from a choice brown tweed in a very subdued pattern. Fashioned in stylish sacque, medium close-fitting. Good lines throughout characterize this suit. Hand-tailored. Sizes 36 to 40. At **30.00**

At \$35.00

A Choice Young Man's Suit

Made from fine quality worsted cloth in light blue with color thread stripe pattern. Choice cloth, is well adapted for this style of suit. A plain swagger coat is single-breasted, close-fitting model. Pants are cut on snappy, straight lines. A Michaels-Stern hand-tailored garment. Sizes 34 to 37. At **35.00**

## Most Every Business Man Knows That

Many a big business deal swings on the pivot of "first impression." Many a first impression is gained from personal appearance, but it is not a small matter—this thing of looking properly dressed. Much of the responsibility rests with the clothier—men know it and depend largely upon the store that supplies them. For those business men who would be sure to have impression count in their favor and who have yet to experience the helpfulness of the Simpson's men's store, let them come today and see.

## Suits of Merit for Particular Business Men, \$18.50

Fabrics of proven merit, tailoring that is standard, smart, conservative, and moderate prices are the very things looked for by the refined business man when suit-buying. Here's one model at \$18.50 which cleverly portrays the plain-tailored, three-button, single-breasted style. Coat, vest and pants cut along conservative, refined lines. Built from thoroughly shrunken tweed of medium shade, in small check pattern. Hand-tailored and lined with fine twill mohair lining. Sizes 36 to 44.

## Misses' \$15.00 and \$18.50 Coats at \$9.98

Choice assortment of high-grade Coats, which include tweeds, chin-chillas, black and white checks. They show large collar and pockets, and all are nicely tailored. Sizes 14 to 20 years. Priced **9.98** today at

## Women's \$10.00 to \$17.50 Coats at \$7.95

150 Women's Spring Coats from regular stock; odd sizes and slightly soiled garments; all smartly tailored in good spring styles, and in shades suitable for street or sports wear. Former prices \$10.00 to \$17.50. Today **7.95**

## Women's \$15.00 to \$18.00 Coats \$11.50

125 of our better Coats, taken from regular stock, with the addition of several sample coats; all new styles, showing the latest collars, pockets and belts; materials are serges, poplins, worsteds and tweeds, in a variety of good shades. Friday special **11.50**

## Two Groups of Wonderfully Priced Suits

Women's Spring Suits, in styles that have been very big sellers, but must go to make room for summer stock. Materials are serges, poplins and gabardines, in the popular shades of the season. Former prices \$25.00, \$27.50 and \$30.00. Special today **14.50**

Women's \$35.00 and \$40.00 Suits of charming styles and lovely materials, including the best shades. Offered today at **19.50**

## Women's \$1.50 White Skirts, Today, 95c

White English poplins, in a variety of new styles, with belts and pockets. Regular value \$1.50. Special **.95**

## Women's Serge Skirts. Regular \$7.00 to \$8.50. To Clear at \$4.95.

Manufacturer's overmakes; all new styles, including navy, black and other shades; materials serges, poplins, gabardines; all stock sizes. Special at **4.95**

## Women's Dresses, Formerly \$12.95 to \$16.50, for \$7.95

50 only remain of broken lines of our regular stock, in serge and taffeta; a good assortment of colors; sizes 32 to 40. On sale to-day **7.95**

## White Middy Dresses, \$2.95

Women's Middies of white pique, with flare skirt, buttoned down front; belted middy, finished with large collar, cuffs and patch pockets, in blue or pink floral designs. Sizes 32 to 40. On sale today, special, at **2.95**

The Robert SIMPSON Company Limited